

**INFORMATION DISCLOSURE CITATION  
IN AN APPLICATION**  
(Use several sheets if necessary)

PTO Form 1449

Atty Docket No.

0110754-629

Application No.

09/385,489

Applicant

Thomas J. Sullivan et al.

Filing Date

August 30, 1999

Group

3622

**U.S. PATENT DOCUMENTS**

Examiner's Initials	Document Number	Publication Date	Inventor	Class	Subclass	Filing Date If Appropriate

**FOREIGN PATENT DOCUMENTS**

Examiner's Initials	Document Number	Publication Date	Country	Class	Subclass	Translation Yes No

**OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)**

Examiner's Initials	
DL	Efficient Consumer Response, written by Kurt Salmon Associates, published in 1993.
DL	Trade Promotion Spending & Merchandising 1998 Industry Study, written by Cannondale Associates, published in 1998.

Examiner:

Date Considered:

9/16/05

\*Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.